

# More and Better Pictures

SEEKING to provide more interesting pictures for its readers, in line with the current magazine trend in the United States, *The Sooner Magazine* is obtaining the use of the most modern equipment for taking pictures of campus scenes and events from the alumni viewpoint.

In this modern age, few persons seem to want to read a solid page of type unrelieved by illustrations. Without attempting to go tabloid, *The Sooner Magazine* this year will seek to present a pictorial account of University events along with articles and other reading matter.

Photography having become a widely popular hobby in Oklahoma during the last few years, some of the readers of this magazine might be interested in knowing how pictures are made for publication.

The trend in professional photographic equipment is to make it as fool-proof as possible and to reduce the element of human judgment to a minimum.

Most of the staff-taken pictures used in *The Sooner Magazine* this year will be made with a 4x5 Speed Graphic, considerably aided and abetted by a Weston exposure meter.

The camera is equipped with a rangefinder which eliminates the necessity of using a ground glass screen to focus, or guessing at the distance in order to use a mechanical scale.

The major problem of determining the proper shutter speed and lens opening is settled by use of the exposure meter. This device, which is widely used by both amateur and professional camera men, is one of the modern miracles of science. It actually measures the amount of light on the subject to be photographed, with great accuracy, and the proper setting of the shutter speed and lens opening is indicated immediately on a dial on the meter.

A photo-electric cell is the heart of the exposure-meter, and is the means by which the exact amount of light available is determined. In using the exposure meter, the photographer simply holds it up facing toward the subject to be photographed, either at the same distance as the camera, or somewhat closer if the background is unimportant for the picture. The reading on the exposure meter even takes into account the different speeds of the various types of film now on the market, so that the photographer's problems are reduced to mechanical details.

The new camera used by the magazine has a photo-flash bulb synchronizer that is useful for fairly close-up pictures under adverse lighting conditions.

When the equipment is used correctly, there should be no such thing as an over-exposed or under-exposed negative, and every picture should be clear and sharp.

By taking advantage of the latest improvements in photography, the editor of this magazine hope to present a pleasing variety of pictures during the year. We may not run *Life* or *Scribners* off the newsstands, but we will be trying to keep your magazine abreast of modern trends.

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